

Abstract of the Disclosure

A method and apparatus for providing
5 subscription-on-demand (SOD) services for a interactive
information distribution system, where a consumer may
subscribe to packages of on-demand programs for a single
price and view the programs in the subscribed package at any
time for no additional cost. The apparatus and method are
10 embodied in a combination of software, which provides a so
called navigator, and hardware, including a subscriber
terminal that provides certain functionality for the
navigator and service provider equipment that supports the
functionality of the terminal. As such, graphical user
15 interface functionality is distributed between the service
provider equipment and subscriber equipment (subscriber
terminal). Such distribution provides an enjoyable, real
time interactive process for accessing SOD services that
allows the subscriber to rapidly identify and access a
20 subscription service. In addition, a non-subscriber of a
particular service is quickly identified and provided the
opportunity to, through the use of a graphical user
interface, subscribe to the programming provided by the
system.